



WINTER 2021

Family Cookie Guide

Welcome Letter

Dear GSCSNJ Girl Scout Families:

As you prepare your girl to engage in the 2021 Cookie Program, we want you to know that there is nothing we take more seriously than the safety and well-being of our members. As novel coronavirus (COVID-19) continues to be a concern here in New Jersey, Girl Scouts of Central & Southern New Jersey (GSCSNJ) will take all possible and appropriate measures to ensure girls continue to have a safe, fun, and one-of-a-kind Girl Scout Cookie Program experience.

Whether virtual or in-person, the Girl Scout Cookie Program provides girls with opportunities to develop 5 Essential Skills: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics. These skills are essential because when girls tap into their entrepreneurial spirit, they become more courageous and more confident in their abilities.

Please use this Family Guide to learn about the various tools and resources available to girls, guardians, and volunteers that will allow each individual to engage in the 2021 Girl Scout Cookie Program in a way that makes them most comfortable. Check out our website to access the most up to date materials and information on how you can help your girl create virtual cookie program experiences, conduct contactless transactions, and market her cookie business to a wider customer base.

Yours in Girl Scouting,

The GSCSNJ Product Program Team



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Why Do Girl Scouts Sell Cookies?

The Girl Scout Cookie Program has served girls for over 100 years as a way to teach girls 5 Essential Skills: Goal Setting, Decision Making, Money Management, People Skills, and Business Ethics. In addition to helping girls gain these skills, the program provides funds for troop and girl experiences that make a lasting impact on girls' lives from service projects to camping trips. It's all powered by the Girl Scout Cookie Program!

The 5 Essential Skills

1 Goal Setting

Girl Scouts set cookie program goals individually and with their troop. She creates a plan to reach them. She develops cooperation and team-building skills along the way.

2 Decision Making

Girl Scouts help decide how their troop will spend their cookie money, furthering the critical-thinking and problem-solving skills that will help her in many aspects of her life.

3 Money Management

Girl Scouts take cookie orders, handle customer transactions, and gain valuable and practical life skills regarding finances and money.

4 People Skills

Girl Scouts learn how to talk to, listen to, and work with all kinds of people while selling cookies. These experiences help her develop healthy relationships and conflict resolution skills.

5 Business Ethics

Girl Scouts are honest and responsible at every step of the Cookie Program, reinforcing the positive values she is developing as a Girl Scout.

The Cookie Line Up

Girl Scouts of the USA has two licensed bakers authorized to bake the delicious cookies we all love. Our council, Girl Scouts of Central & Southern NJ, sells 8 cookie varieties baked by ABC Bakers. In addition to the 8 varieties baked by ABC Bakers, some troops also sell Gluten-Free Caramel Chocolate Chip for customers who prefer a Gluten-Free option.



Caramel de Lites



Thin Mints



Peanut Butter Patties



Peanut Butter Sandwiches



Shortbread



S'mores



Lemonades



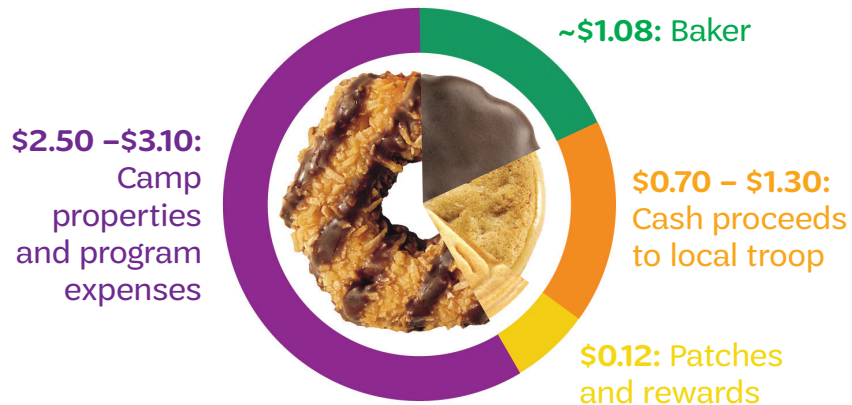
toast-yay!™

NOTE: There are 12 packages of cookies per case

Cookies are: \$5/package, and \$60/case; *except for the Gluten-Free Caramel Chocolate Chip, which are \$6/package and \$72/case.*

See order card for nutritional information or visit the baker's website at abcbakers.com

How the Cookie Crumbles



The price of each package of cookies is \$5.00. Of the \$5.00, approximately \$1.08 goes to pay the baker, and the remaining \$3.92 supports Girl Scouting.

Of the remaining \$3.92, \$0.70 - \$1.30 are the cash proceeds to the local troop. Another \$0.12 per package goes back to girls in the form of patches and rewards. Lastly, \$2.50 - \$3.10 stays locally and supports camp properties, Service Centers, girl programs & events, enhanced volunteer training, background checks, and our subsidy of credit card processing fees, shipping, and other Girl Scout Cookie related expenses.

Selling Gluten-Free Caramel Chocolate Chip?

The price of each package is \$6.00, \$2.40 goes to the baker, \$0.12 goes towards rewards, \$0.70-\$1.30 goes towards proceeds to the troop, and the remaining \$2.18-\$2.78 supports girls and volunteers as identified above!



Money Matters

Parents and guardians are responsible for turning in all money owed to the troop by the troop deadlines, getting receipts for all transactions involving money or cookies, and either selling or paying for the cookies taken from the troop.

Participation is voluntary. The troop cannot force a parent to take a set number of packages to sell. Be realistic about the time you have to support your Girl Scout during the cookie season.



Cookie money is troop money. Money raised through the Cookie Program is not the property of any individual — it belongs to the troop. If your girl is an independent Girl Scout, or Juliette, all money collected must be deposited into the council cookie account to benefit all independent members, and GSCSNJ will administer these funds upon request..

Leaders should communicate troop goals and how proceeds will be used to support the troop's Girl Scout experience. Many troops plan fabulous trips, programs, camping activities, tours, and parties with the proceeds from the Cookie Program.

Troop Proceeds

All troops will earn:	
Combined Troop Per Girl Average	Proceeds per box
1 – 124	70¢
125 – 154	75¢
155 – 234	90¢
235 – 299	\$1.15
300+	\$1.25

Older Girl* troops can opt-out of rewards and instead, earn:	
Combined Troop Per Girl Average	Proceeds per box
1 – 124	75¢
125 – 154	80¢
155 – 234	95¢
235 – 299	\$1.20
300+	\$1.30

*Girl Scout Cadette, Senior, and Ambassador level girls may choose to earn an additional 5¢ per package in lieu of rewards. Girls in troops selecting this option will earn patches, and are eligible for the 500, 1,000, and 1,100 box level rewards.

Amazing Ways to Use Technology to Support Your Girl Scout!

Smart Cookies is a fun and interactive website that assists girls throughout the Cookie Program. You will receive an email from **noreply@abcsmartcookies.com** to set up your Girl so she can do AMAZING things safely online.



She can:

- Send e-card invitations to friends, families, and neighbors and collect orders for delivery or direct ship* of cookies. New in 2021, girl delivery orders can be pre-paid by credit card for touchless safe girl delivery.
- Share her personal URL online or via email or texts to secure orders for girl delivery or direct ship. New in 2021, together girls and parents will decide to allow girl delivery pre-paid orders on the URL link. Parents will need to approve any girl delivery orders received via URL to ensure the safety of their Girl Scout.
- Participate with her troop in virtual booth sales. New for 2021, each troop will have a Troop Virtual Booth link that they can share throughout the Cookie Program to promote touchless ordering and delivery of cookies. Girls will share the Troop Virtual Booth link with friends and family along with a designated cookie pick up location. Girls will package the orders and have the cookies ready at the designated pick up spot, to be put directly into the customer's car. Your Troop Cookie Manager will have more information about this exciting option!

*GSCSNJ will pay 50% of the shipping cost for customer orders starting at 6 packages. The reduced shipping cost will appear in the online checkout, no promo code needed.



Technology FAQs

What are some ways that Smart Cookies supports touchless transactions and delivery in light of the COVID-19 issues?

- We've got this. We have updated Smart Cookies to allow for pre-payment of girl delivery orders so that cookies can be safely dropped on a porch for contactless delivery. We have also expanded the girl social media link (URL) to include a girl delivery option, which again, the customer will pre-pay with a credit card for contactless delivery. At troop sponsored booths, girls/adult volunteers will have the ability to take credit card payments for touchless transactions.
- Your Girl Scout could also set up a touchless transaction at her door-to-door sales. Go to www.qrcode-monkey.com and create your own custom QR code for your girl social media link. The customer can then place the order and pay by credit card, and the girl can deliver the cookies. Parents do need to be sure to approve the order as soon as possible (ideally at the same time) so that the customer's card is charged at the time of purchase.

I am not comfortable with girl delivery options on e-cards and the social network link. Do we have to offer those options?

- Great news! The girl delivery option is completely up to a girl and her parent/guardian. When registering in Smart Cookies you can opt-out of the girl delivery option on the social media link and girls/adults choose the customers they want to offer the girl delivery option when sending the e-card invitations. You can also change the social media option during the sale if you decide to turn it off or back on.

What happens when a customer orders cookies for girl delivery through the social media network, and I/we do not know this person or wish to deliver?

- Each time a girl delivery order is placed through the girl social media link, the parent/guardian receives an email. You have the ability to approve the order or cancel the order. If you approve the order, the customer's card will be charged at that time. If you cancel the order, the customer will receive a notification that the order is canceled, and their credit card is never charged.

Earn Exclusive Online Rewards

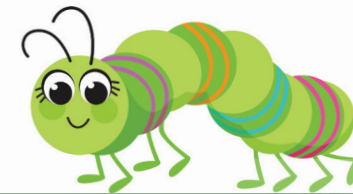
Earn the Online Patch

Sell 12+ boxes of cookies on Smart Cookies Direct Ship



Earn the Drawstring Bag

Sell 36+ boxes of cookies on Smart Cookies Direct Ship



Credit Card Processing Fees

Girl Scouts of Central & Southern NJ will pay all credit card processing fees, allowing girls to focus on achieving their 2021 Girl Scout Cookie goal!

Ask your Troop Cookie Manager for additional resources with instructions on how to accept credit card payments with Smart Cookies.

Cookie Time is Family Time

Your Girl Scout will love to share her cookie experience with the whole family! Here are some fun ways to be creative and support your Girl Scout:

Encourage goal setting

- Help her set up her goal in Smart Cookies and monitor her progress during the sale as a family.
- Ask her to share her troops' goals and what activities the troop has planned.
- Encourage her to share her goals when reaching out on social media or in-person.

Support her Cookie Program activities

While it is tempting to take orders or send out emails for your Girl Scout, it is better to support her to help build her confidence. You can:

- Ask questions and help her practice a sales pitch
- Plan a “busy bee” craft night and have the family work on creating door hangers and signs to advertise your girl’s cookie business throughout your neighborhood.
- Help her take orders or arrange for a sales pitch to co-workers, your congregation, friends, and family.
- Consider setting up a “cookie pop-up shop” in your front yard to support her efforts. Be sure to check out and follow all GSCSNJ council guidelines and local ordinances regarding this matter.
- If you take an order card to work, help your Girl Scout write a message to attach to the order card to personalize the ask.
- Accompany her to sell and deliver cookies throughout the neighborhood.

Cookie Share

Create a sign to highlight the Cookie Share Program. GSCSNJ partners with the Red Cross on Joint Base McGuire-Dix-Lakehurst and the United States Coast Guard in Cape May to provide servicemen and women with a sweet treat at the end of our program. Learn more at:



gscsnj.org/cookieshare

Cookie Entrepreneur Family Pin

Work with your Girl Scout to earn the Cookie Entrepreneur Family Pin. A new pin every year for each program grade level. Learn more at:



girlscouts.org/entrepreneurfamily



Girl Scout Cookie Program Pin Collection

Journey of a Girl Scout Cookie Fun Patch

Take your girl on a ‘journey’ to understand the entire process - from beginning to end - of getting our iconic Girl Scout Cookies to customers and earn a patch in the process! Learn more at:



gscsnj.org/cookieresources

Be a Volunteer for her troop/group

- The Cookie Program has many moving parts and your Girl Scout’s Troop Cookie Manager will welcome your help. You might be able to help pick up or distribute cookies, work at a booth sale, or distribute the rewards.

More Than One Way to Sell

Who can sell?	In-person Sales	Cookie Booth	Digital Sales (Contactless & Girl Delivery)	Cookie Share
Girls Individually	✓	✓	✓	✓
Girls Sell with Her Troop	✓	✓	✓	

In-person:

Girls have cookies in hand and can sell directly to customers.

Cookie Booths:

Cookie pop-up shops and drive-thrus in areas with lots of foot traffic; troops can host a virtual cookie booth and promote their cookie link by creating a sales pitch via video and direct customers to their Smart Cookie site.

Digital Sales (Contactless or Girl Delivery):

Reach out to customers near and far through Smart Cookie by emailing friends and family, creating videos to share on social media, and hosting a virtual cookie booth.

Cookie Share:

Customers who don't want to purchase cookies or want other ways to support girls can donate a package of cookies to the Cookie Share program. Customers can support the donation program through any of the above selling methods.



WORKPLACE SELLING:

Parents should make sure they follow the guidelines of their employer regarding the selling of Girl Scout cookies within the workplace.

If you choose to take orders or sell cookies at a workplace, please ensure your Girl Scout has a voice in the process:

- She can share her goals with employees and leave an order card.
- Parents may have cookies to sell at their workplace to employees only, but any displays must include a message from the girl. This includes all retail establishments.
- Girls are not to set up booths at workplaces without booth approval. Ask your Troop Cookie Manager to contact the Service Unit Cookie Booth Coordinator for more information.

INTERNET SALES:

The practice of selling cookies using the internet, social media, and Smart Cookies:

- Although Girl Scouts or their family may NOT sell Girl Scout cookies on unapproved websites, girls can use age-appropriate internet tools to promote their cookie business to people she personally knows.
- Cookie delivery and payment can be transacted through Smart Cookies Direct Ship.
- **Selling Girl Scout Cookies on eBay, NextDoor, Craigslist, Amazon, or any other online internet website is prohibited.**

COOKIE BOOTH GUIDELINES

Cookie Booths are stations, usually a table and chairs, where a group/troop of Girl Scouts sell cookies, most often set up at a storefront. These Cookie Booth guidelines were created prior to the start of the 2021 Cookie Sale. Due to an ever-changing COVID environment, we encourage you to visit gscsnj.org/en/cookies/for-cookie-sellers.html for the most up to date Cookie Booth guidelines.

- All girls and adults that handle cookie money must be registered members of GSCSNJ and background checked.
- GSCSNJ suggests smaller cookie booth attendance due to state COVID-19 guidelines and the limited ability to social distance. A maximum of 1 adult and 2 girls should be present during a cookie booth at one time.
- Face coverings must be worn at all times due to the challenge of maintaining social distancing when directly interacting with a customer.
- Encourage customers to practice social distancing while waiting to purchase cookies.
- All troops are to REMAIN within the jurisdiction of GSCSNJ.
- Girl Scouts, in their role as Girl Scouts, may not raise or solicit money for others and, therefore, may not sell or promote products for other organizations at a booth.
- Girls identify themselves as Girl Scouts by wearing an official Girl Scout uniform or membership pin.
- Cookies must be sold for \$5.00 per package and Caramel Chocolate Chip at \$6.00 per package.



- No tagalongs: Only registered Girl Scouts can booth; therefore, siblings and friends are not allowed.
- Do not block entrances; approach customers only as they are entering or leaving the business.
- Clean up all trash; do not use trash cans at the booth location.
- Girls should not sell in or in front of establishments that they themselves CANNOT legally patronize. Examples include liquor stores, bars, marijuana dispensaries, etc.
- Girls and parents should NOT approach local businesses for booth opportunities - this is the role of the local Service Unit Cookie Booth Coordinator. If there is a great place that you'd like to check out, contact your Troop Leader who can put in a request to the Service Unit Cookie Booth Coordinator.

Safety Tips

Always use the buddy system.

Be familiar with the neighborhoods where you may want to sell cookies.

Partner with adults.

Never enter a customer's home.

Never approach customers in cars outside of the Cookie Booth drive-thrus.

Follow safe pedestrian practices when crossing streets. Be aware of traffic when unloading vehicles.

Have a plan for safeguarding money (avoid carrying large amounts; have supervising adult deposit proceeds immediately). Use Smart Cookie App for contactless transactions whenever possible.

GSCSNJ's Improper Participation Consequences

If girls and/or troops are not participating in Girl Scout Cookie activities in accordance with established GSCSNJ Guidelines and Procedures, girls and/or troops can be penalized by having one or more of the following consequences applied*:

- Immediate removal from Cookie Booth
- Loss of future Cookie Booth opportunities
- Loss of Initial Order privilege for the next Cookie Program
- Dismissal from volunteer positions
- Not allowed to participate in future Product Program activities

Examples of violations include:

- Taking orders, or selling, before Thursday, January 14, 2021
- Selling cookies for the incorrect price
- Selling cookies outside of authorized areas
- Conducting a Cookie Booth without submitting and receiving booth approval from the Service Unit Cookie Booth Coordinator
- Improper Social Media postings or selling on restricted sites
- Participating in Cookie Booths with the incorrect girl/adult ratio or inappropriate behavior at a booth location.
- Failure to pay for cookies and submit money as stated by GSCSNJ and/or the Troop Cookie Manager

**The Service Unit Cookie Manager and/or Service Unit Cookie Booth Coordinator and GSCSNJ's Product Program Manager make the decision of what consequences to apply for each incident.*



2021 Cookie Program Girl Permission Slip

As the parent/guardian of a participating Girl Scout, I understand:

My Girl Scout of Troop # _____ has permission to participate in the Girl Scouts of Central & Southern NJ's Cookie Program.

My Girl Scout must be officially registered with the Girl Scouts of the USA in order to participate.

I accept that all money collected during the Cookie Program belongs to the Troop. The Funds are for Girl Scout activities and are not to be retained by individuals for personal use.

I agree that all money collected will be given to my Girl Scout's troop by the troop set deadlines.

I understand that GSCSNJ reserves the right to seek the services of a collection agency and/or pursue legal action if I do not submit all monies collected during the program to my troop.

I agree to help my Girl Scout set a realistic personal sales goal and encourage her to participate in troop goal-setting activities.

I will make sure that my Girl Scout follows the Safety Guidelines.

The Troop, the Service Unit, or GSCSNJ offices will not take back unsold cookies.

I will conduct myself in a respectful and professional manner reflecting the values of the Girl Scout Law.

GSCSNJ reserves the right to substitute reward items of equal value with or without notice. All reward items are non-transferable and not redeemable for cash. GSCSNJ will not be responsible for lost, stolen, or damaged items.

Girls can only use the Internet as a marketing tool to let family, friends, and former customers know about the Cookie Program on or after the published start date. Smart Cookies Direct Ship is the ONLY approved online platform for online sale transactions.

I will not sell cookies before the official start date of January 14, 2021, and will follow all procedures and guidelines set by GSCSNJ. Any Girl Scout found to be selling before the official start date of the Cookie Program may be subject to GSCSNJ's Improper Participation Consequences.

(Read over GSCSNJ's Improper Participation Consequences on pg. 18)

Consent MUST be given before your child can participate in the Product Programs. Complete this form and return it to the Troop Leader. Juliettes, or Independent girl members, should return this form to the Service Unit Manager. This form MUST be signed by parent/guardian and Girl Scout.

Parent Signature

Print Name of Parent/Guardian: _____

Signature of Parent/Guardian: _____

Date: ____/____/____

Girl Signature

On my honor, I agree to follow all of the guidelines of this program.

Signature of Girl Scout: _____

Date: ____/____/____

Girl Scout Sizes for Cookie Recognitions

Please circle the appropriate size for your Girl Scout, should they earn the t-shirt or hoodie level incentive. Please be aware that apparel **will NOT arrive before May 2021**. Also, be advised that apparel CANNOT be exchanged due to sizing errors.

Girl T-Shirt Size:	Girl Hoodie Size:	Girl Pull-Over Jacket Size:
Youth Small	Youth Small	Youth Small
Youth Medium	Youth Medium	Youth Medium
Youth Large	Youth Large	Youth Large
Adult Small	Adult Small	Adult Small
Adult Medium	Adult Medium	Adult Medium
Adult Large	Adult Large	Adult Large
Adult XL	Adult XL	Adult XL
Adult XXL	Adult XXL	Adult XXL